



Federal Supply Service

Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*, a menu driven database system. The INTERNET address for *GSA Advantage!* is:

www.fsa.gsaadvantage.gov



Schedule Title: Advertising and Integrated Marketing Solutions (AIMS)

FSC Group: 541

FSC Classes:

- SIN 541-1:** Advertising Services
- SIN 541 2:** Public Relations Services
- SIN 541 3:** Web Based Marketing Services – Small Business Set Aside
- SIN 541 4A:** Market Research & Analysis Services
- SIN 541 4B:** Video/Film Production Services
- SIN 541 4C:** Exhibit Design & Implementation Services
- SIN 541 4D:** Conference, Events, & Trade Show Planning Services – Small Business Set Aside
- SIN 541 4E:** Commercial Photography Services – Small Business Set Aside
- SIN 541 4F:** Commercial Art & Graphic Design Services - Small Business Set Aside
- SIN 541 5:** Integrated Marketing Services
- SIN 541 1000:** Other Direct Costs
- SIN 541 2000:** Other Direct Costs – Small Business Set Aside

Contract Number: GS-07F-0117X (Set-Aside Small Business)

FSC Classes:

- SIN 541 3:** Web Based Marketing Services – Small Business Set Aside
- SIN 541 4D:** Conference, Events, & Trade Show Planning Services – Small Business Set Aside
- SIN 541 4E:** Commercial Photography Services – Small Business Set Aside



SIN 541 4F: Commercial Art & Graphic Design Services - Small Business Set Aside
SIN 541 2000: Other Direct Costs – Small Business Set Aside

Contract Number: GS-07F-0118X (Non Set-Aside)

FSC Classes:

SIN 541-1: Advertising Services
SIN 541 2: Public Relations Services
SIN 541 4A: Market Research & Analysis Services
SIN 541 4B: Video/Film Production Services
SIN 541 4C: Exhibit Design & Implementation Services
SIN 541 5: Integrated Marketing Services
SIN 541 1000: Other Direct Costs

Contract Period: November 21, 2010 – November 20, 2015

For more information on ordering from Federal Supply Schedules, click on the FSS button at:
www.fss.gsa.gov

Contractor:



Octane
1806 Vernon Street, NW
Suite 300
Washington, DC 20009
Phone: 202-232-2211
Fax: 202-232-4656
Web Site: www.octanepublicrelations.com

Contract Administrator

Everett Hamilton
202-232-2211 x 11 (Office)
202-256-6256 (mobile)
202-232-4656 (facsimile)
hamilton@octanepublicrelations.com

Business Size: Small Business



Customer Information:

1. Awarded Special Item Number(s):

Special Item Number (SIN)	Description	Pricing
541-1	Advertising Services	See Table
541-2	Public Relations Services	See Table
541-3	Web Based Marketing Services	See Table
541-4A	Market Research and Analysis Services	See Table
541-4B	Video/Film Production Services	See Table
541-4C	Exhibit Design and Implementation Services	See Table
541-4D	Conference, Events, & Trade Show Planning Services	See Table
541-4E	Commercial Photography Services	See Table
541-4F	Commercial Art & Graphic Design Services	See Table
541-5	Integrated Marketing Services	See Table
541-1000	Other Direct Costs	See Table
541-2000	Other Direct Costs - Small Business Set Aside	See Table

1b. Pricing:

SIN(s)	Labor Category	Rate
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-5	Managing Principal	\$142.32
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-5	Creative Director	\$139.37
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4C, 541-4D, 541-5	Project Manager/Account Manager	\$133.28
541-1, 541-2, 541-4A, 541-5	Behavioral Scientist	\$128.77
541-1, 541-2, 541-4A, 541-5	Language Localizing Specialist	\$115.21
541-1, 541-2, 541-5	Media Buyer	\$115.21

541-1, 541-2, 541-5	Media Manager	\$106.17
541-1, 541-2, 541-4A, 541-5	Senior Market Researcher/Manager	\$106.17
541-1, 541-2, 541-4F, 541-5	Senior Technical Writer	\$106.17
541-1, 541-4A, 541-2, 541-5	Market Researcher	\$90.36
541-1, 541-2, 541-4F, 541-5	Technical Writer	\$90.36
541-1, 541-2, 541-5	Media Specialist	\$88.10
541-1, 541-2, 541-3, 541-4A, 541-4C, 541-4D, 541-5	Administration	\$83.59
541-2, 541-5	Public Relations Director	\$115.21
541-3, 541-5	Web Programmer	\$128.77
541-3, 541-5	Web-Creative Director	\$115.21
541-3, 541-5	Web Internet Engineer/Designer	\$115.21
541-3, 541-5	Senior Java Programmer	\$115.21
541-3, 541-5	Senior Database Administrator	\$115.21
541-3, 541-5	Web Group Leader	\$115.21
541-3, 541-5	Web Designer	\$90.36
541-3, 541-5	Software Developer	\$90.36
541-3, 541-5	Web Graphic Designer	\$90.36
541-3, 541-5	Webmaster	\$90.36
541-3, 541-5	Database Specialist	\$88.10
541-4B, 541-5	Videographer	\$133.28
541-4B, 541-5	Data, Voice, Video Engineer	\$115.21
541-4C, 541-4F, 541-5	Graphic Artist/Illustrator	\$128.77
541-4C, 541-4F, 541-5	Graphics Specialist	\$90.36
541-4C, 541-5	Illustrator	\$90.36
541-4D	Conference Planner	\$106.17
541-4D	Events Coordinator	\$90.36
541-4E	Photographer	\$133.28

All rates are hourly.

1c. Other Direct Costs

SIN(s) 541-1000/2000 Other Direct Costs		
Support Product	Unit of Issue	Price
Newspaper Advertising	Column inch	\$1,740.05
Magazine Advertising	1 page	\$152,275.06
Brochures	4 Panel/1000	\$1,083.82
Booklet	50 Pages/1000	\$6,166.21
Postcard, Mailer	5" x 7"/1000	\$952.14
Newsletter	4 page/500	\$955.40

Billboard Advertising	(1) Bulletin/4 weeks	\$26,972.29
Mall Poster Advertising	(1) Backlit/4 weeks	\$5,541.56
Bus Advertising	(1) Wrap	\$5,692.70
Subway Posters	(1) Diorama	\$1,501.70
Posters	500	\$2,317.38
Exhibits	10 x 10 booth	\$14,105.79
Signage	1	\$47.07
Microphones	1	\$649.87
Mixer console	1	\$806.05
Amplifier	1	\$604.53
Speakers	1	\$806.05
Postage	1 letter	\$0.44
Overnight	1 letter	\$58.89
Courier	1 letter	\$47.36
CD-R Duplication	1	\$9.32
DVD-R Duplication	1	\$14.36
CD/DVD Jewel Cases	1	\$0.55
CD/DVD Clamshells	1	\$0.65
CD/DVD White Window Sleeves	1	\$0.25
CD/DVD Amaray Cases	1	\$0.91
CD/DVD Adhesive Vinyl Sleeves	1	\$0.60
Video Shoot	1 hour	\$1,813.60
DigiBeta	1 hour	\$392.95
HDCAM	1 hour	\$528.97
Radio Spot Buy	1	\$275.00
Copies (black & white)	1	\$0.30
Color Copies	1	\$0.91
Envelopes #10	1	\$0.21
Envelopes 9"x12"	1	\$0.50
Labels	1	\$0.07
Binders 1"	1	\$8.35
Binders 2"	1	\$7.04
Binders 3"	1	\$13.59
Pens	1	\$5.03
Convention Bag	1	\$30.95
Portfolio	1	\$17.27
Stock Photograph	1	\$15,818.64
Speaker	1	\$40,302.27

1d. Labor Category Descriptions

1. Managing Principal

Provides oversight for multiple client engagements by managing several multi-faceted program and creating overall vision. Responsible for overseeing an integrated management structure, which evaluates overall performance. Meets with



government program manager to discuss performance, initiatives, and priorities. Managing Principals generally have a BA/BS and approximately 15 years of experience.

2. **Creative Director**

Leads management of diverse creative program, providing broad-range artistic service vision, Directs and supports management in development of integrated creative team structure, leading identification of mission objectives and performance evaluation. Meets with government program manager to discuss performance, propose initiatives, and establish priorities. Creative Directors generally have a BA/BS and approximately 8 to 12 years of experience.

3. **Computer Animator**

Creates moving images with the use of computers by the means of 2D and 3D computer graphics. Computer Animators generally have a BA/BFA/BS and approximately 4 or more years of experience.

4. **Videographer**

Records moving images and sound on tape, disk, other electro-mechanical device, broadcasting live, or even on actual celluloid film in some cases. On a set, he or she is usually responsible for the camera, sound, and lighting. As part of a typical field production crew, videographers usually work underneath a creative director. However, for smaller productions (e.g. corporate and event videos), a video videographer often works alone or as part of a two or three person team of camera operators and lighting and sound technicians. Videographers generally have a BA/BFS/BS and 10 or more years of experience.

5. **Photographer**

Photographs a variety of events, locations, objects and people, which include, but are not limited to the following: summits, meetings, retreats, internal programs, individuals, groups, equipment, scenes, buildings and objects. Photographers generally have a BA and 5 or more years experience.

6. **Project Manager/Account Manager**

Oversees and strategically manages related program areas. Heads development of strategic, integrated product and service strategy. Aids in building and sustaining successful cross-team management structure and evaluating work quality. Meets regularly with government program managers to discuss performance, propose initiatives, and establish priorities. Project Managers/Account Managers generally have a BA/BS and 8 or more years of experience.



7. **Web Programmer**

Responsible for front and back-end programming implementation tasks, such as HTML, Flash, Asp, Java-script and similar “lighter” programming languages. Web Programmers generally have a BA/BS and 3 or more years experience.

8. **Graphic Artist/Illustrator**

Leads design in establishing conceptual and stylistic direction for the team. Creates graphic materials based on the established concepts and styles. Possesses specialized skills in web, multimedia, or video expertise in using design software and pre-press production. Graphic Artist/Illustrators generally have a BA/BS and 5 or more years of experience.

9. **Behavioral Scientist**

Explores the activities of and interactions among a targeted audience. Does systematic analysis and investigation of behaviour through observations and rigorous formulations. Behavioral Scientists generally have a BS and 10 or more years of experience.

10. **Web-Creative Director**

Responsible for developing Web ready copy for digital projects. Duties include senior-level Web writing ability, including background in traditional copywriting. Web-Creative Directors generally have a BA/BS and 4 or more years of experience.

11. **Web Internet Engineer/Designer**

Responsible for front-end design programming tasks, such as HTML, Flash, Asp, Java-script and similar programming languages. Web Internet Engineer/Designers generally have a BA/BS and 4 or more years of experience.

12. **Data/Voice/Video Engineer**

Responsible for the design of the sound, video, or data environment to ensure quality audio, video, or data for each attendee. On-site controls all audio, video, and data playback. Data/Voice/Video Engineers generally have a BA/BS and 4 or more years of experience.

13. **Language Localizing Specialist**

Translates, proofs, and edits software products, web content, graphics, written materials, user interface elements, and other marketing, technical or product documentation from one language to another. Adapts material to meet high



linguistic quality and cultural requirements. Creates and maintains product specific terminology glossaries and language style guides to ensure consistency and cultural conformity. Language Localizing Specialists generally have a BA/BS and 4 or more years of experience.

14. Public Relations Director

Oversee all agency PR accounts. Develop strategic Public Relations plans as well as event planning. Includes supervision of public relations staff. Public Relations Directors generally have a BA/BS and 8 or more years experience.

15. Media Buyer

Purchase and negotiate print deals, radio with added value, television, cable, outdoor, transportation, internet and indoor advertising. Media Buyers generally have a BA/BS and 4 or more years of experience.

16. Senior Java Programmer

Responsible for Java/J2EE/J2SE application development supporting agency/business objectives while providing expertise in software development lifecycle phases from concept and design to testing. Analyzes, designs and builds component-based applications in a Web/internet delivery environment, including introduction of an application layer, modeling techniques, component and object-oriented design, complex algorithmic coding, and systematic approaches to application integration. Works on new and existing applications along with enhancements web sites, web applications, and infrastructure. Performs hands-on coding. Senior Java Programmers generally have a BA/BS and 5 or more years of experience.

17. Senior Database Administrator

Responsible for the performance, integrity and security of a database. Additional role requirements are likely to include planning, development and troubleshooting. Incorporates the principles of - data remains consistent across the database; data is clearly defined; users access data concurrently, in a form that suits their needs; there is provision for data security and recovery control (all data is retrievable in an emergency). Senior Database Administrators generally have a BA/BS and 5 or more years of experience.

18. Web Group Leader

Ensures branding, messaging and usability of the project are effective. Coordinates the actions of all web project related personnel. Web Group Leaders generally have a BA/BS and 5 or more years experience.

19. **Media Manager**

Works with client and account teams to develop objectives and strategies for media buys and determine mix of advertising types used for campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. Negotiates with media sales representatives to buy and place advertising for clients, calculates rates and budgets, and ensures that ads appear as specified. Media Managers generally have a BA/BS and 5 or more years experience.

20. **Senior Market Researcher/Manager**

Collect and analyze information on behalf of clients. Analyze consumer opinions and collect data from a variety of sources to enable clients to make informed decisions. Advise clients on how to use the information provided. Quantitative research focuses on gathering and analyzing information using techniques such as questionnaires and electronic data collection. Qualitative research focuses on people's attitudes and motivation, using methods such as focus groups and in-depth interviews. Senior Market Researchers/Managers generally have a BA/BS and 5 or more years experience.

21. **Senior Technical Writer**

Writes and edits copy that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts, writes and edits copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), Web sites and exhibits. Senior Technical Writers generally have a BA/BS and 8 or more years experience.

22. **Conference Planner**

Oversees strategy and planning of meetings and special events for an organization. Involved in location, food, transportation, and presentation arrangements. Has sales-type personality; able to make connections on the phone and via email. Strong attention to detail, well organized and strengths in project management and copy editing. Coordinates all amenities and accommodations at the event. Monitors and controls event budgets and negotiates all necessary contracts. Familiar with a variety of concepts, practices, and procedures within a particular field. Relies on extensive experience and judgment to plan and accomplish goals. Communicates and collaborates with other staff members. Performs a variety of tasks. Conference Planners generally have a BA/BS and 6 or more years of experience.

23. **Market Researcher**

Collect and analyze information on behalf of clients. Analyze consumer opinions and collect data from a variety of sources to enable clients to make informed decisions. Market Researchers generally have a BA/BS and 2 or more years of experience.

24. **Web Designer**

Designs and develops Web sites based on client's strategies/objectives. Writes catalogs, short stories, and customer support documents for inclusion in the site itself. Customizes interactive features and creates links to other Web sites. Utilizes HTML, NT, and UNIX system administration and development tools, such as Backstage Designer, Java, PERL, ADG, Visual Basic, and C/C++. Web Designers generally have a BA/BS and 5 or more years experience.

25. **Graphics Specialist**

Creates graphic materials based on pre-set standards. Responsible for design of projects from conception to completion. Possesses specialized skills in multimedia or video. Experienced in desktop layout, image manipulation, and pre-press preparation. Graphics Specialist generally have a BA/BS and 4 or more years experience.

26. **Software Developer**

Write, modify, and debug software for client applications. Use source debuggers and visual development environments. Write code to create single-threaded or user interface event driven applications, either stand-alone and those which access servers or services. Test and document software for client applications. Software Developers generally have a BA/BS and over 5 years experience.

27. **Web Graphic Designer**

Designs and develops Web site graphics based on client's strategies/objectives. Writes catalogs, short stories, and customer support documents for inclusion in the site itself. Customizes interactive features and creates links to other Web sites. Utilizes HTML, NT, and UNIX system administration and development tools, such as Backstage Designer, Java, PERL, ADG, Visual Basic, and C/C++. Web Designers generally have a BA/BS and 5 or more years experience.

28. **Webmaster**

In charge of maintaining Web sites for agencies and clients on the World Wide Web. This is a job that requires a wide range of skills and abilities, since many webmasters must do much more than simply write computer codes or update links to other Web sites. The webmaster is ultimately responsible for ensuring that a Web site is easy to



navigate and that it addresses the needs of the client and its customers. Webmasters generally have a BA/BS and 5 or more years experience.

29. Illustrator

Creating original art to decorate or to convey information. Illustrators draw pictures for books, magazines, and other print materials, including greeting cards and wrapping paper. Illustrators use light, shadows, and color to create two-dimensional pictures. Illustrators generally have a BA/BS and 3 or more years experience.

30. Technical Writer

Writes copy that best reflects the marketing strategy and client's objectives. Gathers data from subject matter experts, writes and edits copy for advertisements, new product introductions, public service announcements (PSAs), scripting, press releases and promotional materials for all media outlets, including newspaper, magazine, radio spots, TV ads, interactive multimedia (such as CD-ROM), Web sites and exhibits. Technical Writers generally have a BA/BS and 2 or more years experience.

31. Events Coordinator

Plan, conceive, organize, and execute special affairs such as corporate receptions, weddings, birthday parties, anniversaries, and bar and bat mitzvahs. They custom design an event to suit their customers' needs and budgets. Events Planners generally have a BA/BS and 2 or more years experience.

32. Database Specialist

Responsible for the performance, integrity and security of a database. Additional role requirements are likely to include planning, development and troubleshooting. Database Specialists generally have a BA/BS and 2 or more years of experience.

33. Media Specialist

Leads and implements media relations initiatives. Builds long-term relationships with media outlets and writes and distributes information pieces and responses to queries. Organizes editorial boards and press conferences. May meet with clients to relay progress and establish priorities. Media Specialists generally have a BA/BS and 4 or more years of experience.

34. CAD Operator

A computer aided design operator is well versed in the use of computer software to create innovative and creative designs for a number of production goods and end



products. The range of design options for a qualified CAD operator varies from machinery and tools that can be used to create products to the packaging and structural creation of the products themselves. Basic to the work of CAD operators is the ability to design or engineer models for the goods and products within a given industry. Using software to effect the design, the CAD operator will provide 3D models that can provide visual impact to a presentation for a new product. CAD Operators generally have a BA/BS and 3 or more years of experience.

35. **Administration**

Provides administrative, project assistance, and administrative oversight support. May provide secretarial, word processing, graphics, desktop publishing, and editing support.

2. **Maximum Order Threshold (MOT):** \$1,000,000.00 per SIN.
3. **Minimum Order:** \$100.00
4. **Geographic Coverage (Delivery Area):** Worldwide
5. **Point of Production:** Washington, DC
6. **Discount from List Prices:** All prices listed are Net prices; basic discounts have been deducted.
7. **Quantity discounts:** +2%>\$100,000
8. **Prompt Payment Terms:** +1% 20 Days Net 30 Days
- 9a. **Acceptance of Government Credit Cards at or below the micro-purchase threshold:** Government credit cards will be accepted for orders at or below the micro-purchase threshold.
- 9b. **Acceptance of Government Credit Cards above the micro-purchase threshold:** Government credit cards will be accepted for orders above the micro-purchase threshold.
10. **Foreign Items:** None
- 11a. **Time of Delivery:** As specified on agency task order and mutually agreed.



- 11b. Expedited Delivery:** As specified on agency task order and mutually agreed.
- 11c. Overnight and 2-Day Delivery:** As specified on agency task order and mutually agreed.
- 11d. Urgent Requirements:** As specified on agency task order and mutually agreed,
- 12. F.O.B. point(s):** Destination
- 13a. Ordering Address:** Octane
1806 Vernon Street NW
Suite 300
Washington, DC 20009
- 13b. Ordering Procedures:** The ordering procedures for supplies and services, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage (www.gsa.gov/schedules) and are found in Federal Acquisition Regulation (FAR) 8.405.3
- 14. Payment Addresses are as Follows:**
- | <u>Payment via Wire Transfer</u> | <u>Payment via Check/U.S. Mail</u> |
|---|------------------------------------|
| Financial Institution: Wells Fargo | Octane |
| 9-Digit ABA routing number: see invoice | 1806 Vernon Street NW |
| Account number: see invoice | Suite 300 |
| | Washington, DC 20011 |
- ACH Payments**
Octane
Wells Fargo Bank
ABA routing number: see invoice
Account number: see invoice
- 15. Warranty Provision:** Standard Commercial Warranty
- 16. Export Packing Charges:** Not applicable.
- 17. Terms and Conditions of Government Purchase Card Acceptance:** Government credit cards will be accepted for orders above and below the micro-purchase threshold. Bank account information will be shown on the invoice.
- 18. Terms and Conditions of Rental, Maintenance, and Repair:** Not applicable.



- 19. **Terms and Conditions of Installation:** Not applicable.
- 20. **Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices:** Not applicable.
- 20a. **Terms and Conditions for Any Other Services:** Not applicable.
- 21. **List of Service and Distribution Points:** Not applicable.
- 22. **List of Participating Dealers:** Not applicable.
- 23. **Preventive Maintenance:** Not applicable.
- 24a. **Environmental Attributes:** Not applicable.
- 24b. **Section 508:** Not applicable
- 25. **Data Universal Numbering System (DUNS) Number:** 132093241
- 26. **Central Contractor Registration (CCR) Database:** Octane is registered with the CCR database and the registration is current and valid.

